

Message Text

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ACTION EB-08

INFO OCT-01 EA-12 ISO-00 COME-00 USIA-15 /036 W

-----048857 270802Z /11

R 270520Z JAN 78

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 2264

INFO AMCONSUL BRISBANE

AMCONSUL HONG KONG

AMEMBASSY KUALA LUMPUR

AMEMBASSY MANILA

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMEMBASSY SINGAPORE

AMCONSUL SYDNEY

AMEMBASSY TAIPEI

AMEMBASSY TOKYO

AMEMBASSY WELLINGTON

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E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: 1ST QUARTER FY 78 CCP REPORT

1. EMBASSY IN SUBMITTING ITS 1ST QUARTER FY 78 CCP REPORT WOULD LIKE TO RAISE A LOUD VOICE IN FAVOR OF MORE SUBSTANCE AND LESS FORM FOR WHOLE CCP EXERCISE. THOUGH EMBASSY, AND WE BELIEVE OTHER EA POSTS, HAS EXPRESSED THIS VIEW BEFORE, MOMENT IS PARTICULARLY OPPORTUNE TO MAKE POINT AGAIN. WITH NEARLY ONE-THIRD OF YEAR OVER, AUSTRALIAN CCP DOCUMENT HAS NOT YET BEEN COMPLETED BY WASHINGTON, AND INDEED, CONSTITUENT POSTS HAVE NOT EVEN BEEN FURNISHED WITH A COPY OF THE LATEST DRAFT.

2. HOWEVER, CCP IS A PROGRAM, NOT A DOCUMENT. AUSTRALIAN POSTS ARE WELL LAUNCHED ON SUCCESSFUL IMPLEMENTATION OF A
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COUNTRY COMMERCIAL PROGRAM WHICH WE DREW UP ONE YEAR AGO.

3. THE HOURS SPENT ON THE DOCUMENT ITSELF HAVE BEEN LARGELY IRRELEVANT TO THE SUBSTANTIVE FUNCTION OF PROMOTING U.S. EXPORTS. INDEED, BY SUBSTITUTING PAPER-PUSHING FOR THOUGHT PROCESSES, AT GREAT EXPENSE IN TIME, THE DOCUMENT HAS ACTUALLY HINDERED THE PROGRAM.

4. FIRST STAGE OF FY 79 AND 80 CCP PREPARATION IS NOW UNDERWAY. THIS IS AN EXCELLENT MOMENT FOR WASHINGTON AGENCIES TO GIVE THOUGHT TO SIMPLIFYING THE PROCESS IN ORDER TO ENHANCE THE SUBSTANCE. SHOULD THERE BE A SERIOUS INTEREST IN DOING SO, EMBASSY FEELS CERTAIN THAT IT AND OTHER EA POSTS COULD OFFER A NUMBER OF CONSTRUCTIVE SUGGESTIONS.

5. COMMENTS ON INDIVIDUAL CAMPAIGNS FOLLOW.

A. CAMPAIGN 1 - VISIT AMERICA

ALL FIRST QUARTER ACTIONS WERE COMPLETED. INDUSTRY-SPONSORED JOURNALIST TOUR ENVISAGED BY ACTION 3 IS FAR EXCEEDING EXPECTATIONS, WITH 22 JOURNALISTS DUE TO LEAVE FEBRUARY 28 ON A TEN-DAY, NEARLY-FREE-OF-CHARGE FAMILIARIZATION TOUR OF U.S. INCENTIVE TRAVEL PROGRAM SET FORTH IN ACTION 6 HAS ALSO GONE FAR BEYOND ORIGINAL EXPECTATIONS. INCENTIVE TRAVEL SEMINAR AT LAKESIDE HOTEL IN CANBERRA BROUGHT TOGETHER EXECUTIVES OF MAJOR AUSTRALIAN FIRMS UNDER JOINT SPONSORSHIP OF LAKESIDE HOTEL, PAN AMERICAN, ANSETT AIRLINES, AND VISIT AMERICA CAMPAIGN. NOT ONLY WAS CALIBER OF AUDIENCE OUTSTANDING, BUT AT CONCLUSION OF SEMINAR EXPRESSIONS OF APPRECIATION WERE FAR MORE THAN PERFUNCTORY.

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B. CAMPAIGN 2 - COMPUTERS AND RELATED BUSINESS EQUIPMENT

ALL FIRST QUARTER ACTIONS WERE UNDERTAKEN. FOR ACTION 7, FTI INPUT, THIS IS BEING ACCOMPLISHED BY PREPARING NATIONWIDE MAILING TO APPROXIMATELY 150 COMPANIES. BECAUSE SYDNEY TRADE CENTER CLOSED IN OCTOBER, ACTION 8, RECRUITMENT OF BSPS, WAS ALTERED SOMEWHAT, AND FIVE COMPANIES WERE CONTACTED RE OFFICE EQUIPMENT SHOW TO BE HELD IN NEW INTERNATIONAL MARKETING CENTER (IMC) FACILITIES. IN ADDITION TO SCHEDULED ACTIONS, A ONE-COMPANY DISPLAY BY BURROGHS WAS ARRANGED BY PERTH CONSULATE, AND CAMPAIGN MANAGER WROTE AN ARTICLE ON MICROPROCESSORS FOR COMMERCIAL NEWSLETTER.

C. CAMPAIGN 3 - FOOD PROCESSING AND PACKAGING EQUIPMENT

CAMPAIGN ACTIONS SCHEDULED FOR 1ST QUARTER WERE COMPLETED. HOWEVER, LATEST COMMERCE DRAFT ERRONEOUSLY LISTS AS ACTION 4 A BUSINESS INFORMATION BOOTH AT MEAT AND ALLIED TRADES FAIR. THIS WAS DROPPED FOLLOWING BRAINSTORMING SESSION IN APRIL 1977 DURING WHICH IT WAS CONCLUDED THAT BENEFITS WOULD NOT BE COMMENSURATE WITH COSTS. DROPPING OF THIS ACTION WAS RATIFIED AT MID-YEAR E/C OFFICERS

CONFERENCE ATTENDED BY CMM.

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ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 USIA-15 /036 W
-----048824 270803Z /11

R 270520Z JAN 78
FM AMEMBASSY CANBERRA
TO SECSTATE WASHDC 2265
INFO AMCONSUL BRISBANE
AMCONSUL HONG KONG
AMEMBASSY KUALA LUMPUR
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AMCONSUL PERTH
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AMEMBASSY WELLINGTON

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THREE INITIATIVES DESERVE SPECIAL COMMENT. BOTH
MELBOURNE AND SYDNEY HAVE DEVELOPED SPECIAL TECHNIQUES FOR
PROMOTION OF FOREIGN BUYERS PROGRAM SHOWS. UNDER UMBRELLA
OF VISIT AMERICA CAMPAIGN, SYDNEY USED PROMOTION OF
INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS, ACTION 1 IN
CAMPAIGN 3, AS A TESTING GROUND FOR ITS APPROACH.
SEVENTEEN AUSTRALIAN BUSINESSMEN ATTENDED THE SHOW IN
IN COMPANY WITH A MEMBER OF THE SECTION STAFF. A NUMBER OF
ADSS AND TRADE ENQUIRIES WERE GENERATED AS A CONSEQUENCE.
FOR AUSTRALIAN MEAT AND ALLIED TRADES FAIR, CAMPAIGN MANAGER
INTERVIEWED 30 EXHIBITORS, OBTAINING MARKET RESEARCH AND
PROMOTING USG COMMERCIAL SERVICES. CAMPAIGN MANAGER ALSO
HAD 300 AGENCY INDEX CARDS PREPARED AND FORWARDED TO OTHER
POSTS LISTING ALL AUSTRALIAN FIRMS REPRESENTING U.S.
PACKAGING MACHINERY MANUFACTURES. INFORMATION WAS
OBTAINED FROM AUSTRALIAN BUYERS GUIDE.

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D. CAMPAIGN 4 - CONSUMER GOODS

BECAUSE TRADE CENTER WAS CLOSED, BSPTS WERE NOT RECRUITED AS ENVISAGED BY ACTION 7. ALL OTHER ACTIONS WERE UNDERTAKEN. IN ADDITION, IN A MAJOR EFFORT IN CONJUNCTION WITH USHUS (HOUSEWARES) VTR SHOW, INDIVIDUALIZED LETTERS WERE SENT TO ALL 29 EXHIBITORS AND 16 AGENTS CONTAINING MARKET RESEARCH/ACCEPTABILITY INFORMATION.

E. CAMPAIGN 5 - PROCESS AND POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION

EMBASSY WAS INITIALLY GREATLY DISTRESSED TO DISCOVER THAT LATEST WASHINGTON DRAFT OF CCP DOES NOT INCORPORATE CHANGES SET FORTH IN 77 CANBERRA 07210. HOWEVER, IN LIGHT OF SIMILAR HAPPENING IN CAMPAIGN 3 (SEE ABOVE), WE HAVE CONCLUDED THIS REPRESENTS TYPING OR TRANSCRIPTION ERROR. OUR COMMENTS ON THIS CAMPAIGN ARE ACCORDINGLY KEYED TO 77 CANBERRA 07210 AND NOT TO LATEST WASHINGTON DRAFT.

PROMOTIONAL EFFORTS EMBODIED IN ACTIONS 1 AND 2 ARE NOW GETTING UNDERWAY, HAVING BEEN DEPENDENT ON TRAVEL TO SYDNEY WHICH WAS NOT FEASIBLE BEFORE. OTHER ACTIONS ARE COMPLETED OR UNDERWAY, THOUGH PROMOTION OF TRAVEL TO POLLUTION ENGINEERING EXPO AND CONGRESS (ACTION 4) IS LIKELY TO BE AN UPHILL STRUGGLE WITH AUSTRALIAN ECONOMY STILL IN DOLDRUMS.
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Type: TE
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